

Exhibition: *Rain Room*

On View: November 1, 2015–March 6, 2016

Location: BCAM, Level 1



(Image captions on page 3)

(Los Angeles—July 13, 2015) The Los Angeles County Museum of Art (LACMA) and RH, Restoration Hardware announce the West Coast debut of *Rain Room* (2012), an immersive work by the London-based artist collective Random International. Within this large-scale installation, water falls continuously to create a cacophonous interior downpour that pauses wherever a human body is detected. Upon entering this surreal environment, visitors can move through this space freely, protected from the water falling all around them.

Random International uses science and technology to create artworks that aim to question and challenge human experience within a machine-led world, engaging viewers through explorations of behavior and natural phenomena. *Rain Room* is on display at LACMA courtesy of RH, Restoration Hardware and RH Contemporary Art, and presented by Hyundai Motor Company.

"Random International produces artworks at the intersection of art and technology. This makes *Rain Room* a perfect fit for LACMA as we re-initiate aspects of our acclaimed Art and Technology project, which is approaching its 50th anniversary," said Michael Govan, LACMA CEO and Wallis Annenberg Director. "In *Rain Room*, the artists who are part of the Random International collective have created a wondrous experience, achieved in an environmentally sensitive manner."

"*Rain Room* is a remarkable work of art, whose creative courage and extraordinary concept have captivated audiences around the world," said RH Chairman and CEO, Gary Friedman. "After *Rain Room*'s overwhelming success at the Museum of Modern Art in New York, we are honored to bring the work of these visionary artists to LACMA."

Random International's *Rain Room* is part of LACMA's ongoing Art + Technology initiative, a series of contemporary programs that support artists' experiments with emerging technology. Inspired by the museum's original Art and Technology program (1967–71), this reinvigorated initiative has celebrated several milestones to date, including the opening of the

Art + Technology Lab in 2013. The Art + Technology Lab offers public programs that address the intersection of these two fields and champions technology-based artist projects through grants and in-kind support from leading technology companies. In March 2015, LACMA and Hyundai Motor announced a 10-year partnership dedicated to exploring the convergence of art and technology. The Hyundai Project: Art and Technology at LACMA supports the museum's art and technology initiatives in the areas of exhibitions, acquisitions, and programming through 2024. *Rain Room* is the first exhibition to be presented under The Hyundai Project partnership.


Rain Room will be on view at LACMA from November 1, 2015 through March 6, 2016 and will require a special timed ticket to enter. For more information on *Rain Room* ticketing, visit www.lacma.org/art/exhibition/rain-room. *Rain Room* was previously exhibited at London's Barbican Centre (October 4, 2012–March 3, 2013), and the Museum of Modern Art in New York (May 12–July 28, 2013).

About Random International

Founded in 2005, Random International is a collaborative studio for experimental practice within contemporary art. Taking science as a means to develop a new material vocabulary, their work invites consideration of the man/machine relationship with the viewer as an active participant. In the decade following the studio's inception, the focus of Random International's artistic practice has continuously evolved and today encompasses sculpture, performance, and installation on an architectural scale. The studio is currently featured in the group exhibition *FOMO* at Friche la Belle de Mai, Marseille (through August 2, 2015). Lunds Konsthall in Lund, Sweden, last year exhibited a solo presentation of Random International's work titled *Studies In Motion*. In 2013, Random International's *Tower: Instant Structure for Schacht XII* was shown at World Heritage Zollverein as part of the Ruhrtriennale festival. The studio's sculpture *Fly* was premiered at the fourth Moscow Biennale of Contemporary Art in 2011, and their work *Swarm Study / III* is on permanent display at the Victoria & Albert Museum, London.

Credit

Rain Room is organized by LACMA and is on display courtesy of RH, Restoration Hardware.

Presented by:  **HYUNDAI**

Major support provided by:  **RH CONTEMPORARY ART**

Rain Room is part of The Hyundai Project: Art + Technology at LACMA, a joint initiative exploring the convergence of art and technology.

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All exhibitions at LACMA are underwritten by the LACMA Exhibition Fund. Major annual support is provided by Kitzia and Richard Goodman, with generous annual funding from Janet Chann and Michael Irwin in memory of George Chann, Louise and Brad Edgerton, Edgerton Foundation, Emily and Teddy Greenspan, Jenna and Jason Grosfeld, Lenore and Richard Wayne, and the Kenneth T. and Eileen L. Norris Foundation.

About LACMA

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes nearly 130,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art; Latin American art, ranging from masterpieces from the Ancient Americas to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over one million visitors annually, in addition to serving millions through digital initiatives such as online collections, scholarly catalogues, and interactive engagement. LACMA is located in Hancock Park, 30 acres situated at the center of Los Angeles which also contains the Page Museum and La Brea Tar Pits and the forthcoming Academy Museum of Motion Pictures. Situated halfway between the ocean and downtown, LACMA is at the heart of Los Angeles.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036 | 323 857-6000 | lacma.org

About RH, RESTORATION HARDWARE

RH (Restoration Hardware Holdings, Inc.—NYSE: RH) is a curator of design, taste and style in the luxury lifestyle market. The Company offers collections through its retail galleries, source books, and online at RH.com.

About RH CONTEMPORARY ART

RH Contemporary Art is dedicated to bringing international artists and their work to a global audience. The program offers an engaging, provocative and curated collection of artwork across all media, from distinguished artists who are recommended by an international team of curators. A distinctive online gallery, www.rhcontemporaryart.com, highlights a series of documentaries detailing artists and their practices. Founded in 2013, RH Contemporary Art presents new opportunities to view, learn about and acquire works of fine art. RH Contemporary Art is a division of RH (Restoration Hardware Holdings, Inc. NYSE: RH).

Image captions:

Left-Right: *Rain Room* by Random International, 2012, The Museum of Modern Art, New York, NY, © Random International, photo courtesy Random International

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